



Your University of Choice

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## COURSE SYLLABUS

**Term: Fall, 2016**

<b>ORMN 425 Business Communications [159]</b>
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<b>Instructor Information:</b>	
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<b>Instructor Name</b>	Joseph Ferrallo
<b>Office Number:</b>	Virtual
<b>Phone Number:</b>	630-947-3102
<b>Email:</b>	<a href="mailto:jferrallo@ccsj.edu">jferrallo@ccsj.edu</a>
<b>Hours Available:</b>	Monday -Saturday 9:00 a.m. – 8 p.m., phone, voicemail or text. <b>No calls, voicemail or texts on Sunday's, please.</b>

<b>Instructor Background:</b>
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*Cardinal Stritch University, Milwaukee, Wisconsin*

- Doctoral Candidate, P.h.D. Educational Leadership for the Advancement of Learning and Service (2019)

*University of St. Francis, Joliet, Illinois*

- Master of Science in Training and Development (M.S.T.D.) 2007
- Master of Business Administration (M.B.A.) 2006
- Bachelor of Business Administration (B.B.A.) 1985

I possess 20+ years of experience in senior leadership positions for three fortune 100 companies in a variety of customer care, sales, service, human resource, marketing, operations, training and development, and organizational development and efficiency roles. In addition, I have 10 years higher education experience working in a variety of learning institutions serving diverse student populations. I currently serve as CEO, Strategic Operations Efficiency for a company in Tinley Park, Illinois.

<b>Course Information:</b>	
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<b>Course Time:</b>	6:00 p.m. – 10:00 p.m.
<b>Classroom:</b>	Whiting Campus
<b>Prerequisites:</b>	None
<b>Required Books and Materials:</b>	Guffey, M.E. (2008) Business Communication, Process & Product, 7 <sup>th</sup> Edition. South-Western Cengage: Mason, Ohio <b>ISBN: 978-0-538-46625-7</b>

<b>Learning Outcomes/ Competencies</b>	
Students in this course will:	
Identify the communication processes from the positions of “sender” and “receiver” in a variety of business and professional contexts, in a classroom environment, to satisfaction.	
Prepare for and meet ethical, intercultural and technological challenges to communication, in a classroom environment, to satisfaction.	
Apply specific reasoned, practical and ethical business communication principles to composing and delivering typical business and professional messages, in a classroom environment, to satisfaction.	
Identify and apply necessary communication tools to help organization meet and exceed their goals, in a classroom environment, to satisfaction.	
<b>Course Description:</b>	
This course integrates the study of communication theory and critical thinking practice to provide students with the tools to prepare and send effective written and oral messages in business.	
Communication challenges in today’s workplace brought about by advances in technology, globalization, workplace diversity and team-based structure are explored.	
<b>Learning Strategies:</b>	
PowerPoint lectures, critical thinking exercises, case studies, group problem-solving, individual research and writing. Guest speakers may also be brought in during the semester.	
<b>Experiential Learning Opportunities:</b>	
Experiential learning activities include creating a business communication writing portfolio that encapsulates writing improvement exercises, memos, persuasive letters, sales letters, refusal letters, request for information letters, email correspondence, report writing, and etiquette as well as social media do’s and don’ts.	

<b>Assessments:</b>		
<b>Major Assignments:</b>	<ul style="list-style-type: none"> <li>- Homework Assignments 1 through 4</li> <li>- Writing Portfolio Final Project</li> <li>- Final Exam</li> </ul>	Grammar, punctuation, spelling, word usage, format, layout, clarity, completion accuracy
<b>Class Participation</b>	See policies on Class Participation above.	
<b>Grading Scale</b>		
100 – 92: A      91 – 90: A-		
89 – 88: B+      87 – 82: B      81 – 80: B-		
79 – 78: C+      77 – 72: C      71 – 70: C-		
69 – 68: D+      67 – 62: D      61 – 60: D-		
59 and below      F		
<b>Course Schedule:</b>		
Class Date	Assignments Due	Class Discussion/Activities
<b>Mon 08/29/16</b>	<b>Assignment 1 due before you come to class on 08/29/16 (Upload in Blackboard in Week 1 Assignments area)</b>	<ul style="list-style-type: none"> <li>-Introductions/Syllabus</li> <li>- Overview and Discussion</li> <li>-Read/Introduction to Chapter 1, 2 3, 4</li> <li>-Overview and Participative Discussion</li> <li>-In-class activities</li> </ul>

Mon 09/12/16	Assignment 2 due before you come to class on 09/12/16 (Upload in Blackboard in Week 2 Assignments area)	-Read/Introduction to Chapter 5, 6, 7, 8 - Overview and Participative Discussion -In-class activities
Mon 09/19/16	Assignment 3 due before you come to class on 09/19/16 (Upload in Blackboard in Week 3 Assignments area)	Read/Introduction to Chapter 9, 10, 11, 12 -Overview and Participative Discussion -In-class activities
Mon 09/26/16	Assignment 4 due before you come to class on 09/26/16 (Upload in Blackboard in Week 3 Assignments area)	-Read/Introduction to Chapter 13, 14, 15, 16 -Overview and Participative Discussion -In-class activities
Mon 10/03/16	Final Project: Writing Portfolio due before you come to class on 10/03/16 (Upload in Blackboard in Week 5 area) Final Exam (In Class)	-Course Wrap/up
<b>Course Grading</b>		
5 Class Meetings	Attendance/Class Participation/Collaboration	40 points x 5 weeks = 200 points
4 Assignments	Homework Assignments	50 points x 4 weeks = 200 points
1 Final Project	Business Writing Portfolio -Final Project	400 points x 1 project = 400 points
1 Final Exam	Final Exam	100 points x 1 final exam = 100 points
	Total Course Points	900 Points

I reserve the right to change this schedule to meet the needs of the class.

<b>Responsibilities</b>	
<b>Attending Class</b>	<p>It is imperative you attend all class sessions. You cannot succeed in this class if you do not attend. We believe that intellectual growth and success in higher education occur through interaction in the classroom and laboratories. Being absent does not excuse you from doing class work; you have <b>more</b> responsibilities to keep up and meet the objectives of this course.</p> <p>When you miss class, you must give notice of your absence in advance, by sending an email and/or texting the instructor. Attendance and participation points will not be given for absences.</p> <p>Attendance is taken each class period. It is expected student will be present at 6:00 p.m. when the class begins.</p>

	<p>No attendance or participation points will be awarded during absences. Students are expected to attend each session and will be held responsible, for any assignments due, materials covered or announcements made in class.</p> <p>Missing more than one class session or more than 4.0 accumulated hours, will result in the student being automatically withdrawn from class. The student must then repeat the course another time.</p>
<b>Turning In Your Work</b>	<p>You cannot succeed in this class if you do not turn in all your work on the day it is due. Please upload all assignments into Blackboard before the due date, unless otherwise directed by your instructor. You are responsible for all missed work.</p> <p>Written assignments must be created in Microsoft Word Software, using Times New Roman, 12-point font, 8-1/2" x 11" Portrait layout. Assignments are due on the dates listed in the Syllabus, and all assignments should be uploaded into Blackboard before the due date.</p> <p>Late work will only be accepted with prior instructor approval. Grades for accepted late work will be lowered 10% for each day assignments are late. Any assignment late more than 5 days may be assessed zero points.</p> <p>An "I" (Incomplete) course grade will only be given with prior instructor approval, otherwise an "F" or failing grade will be assigned.</p>
<b>Using Electronic Devices</b>	<p>Electronic devices such as laptops, tablets, e-readers and mobile phones will be used to access information for course related purposes. Please do not call, text, use social media, or access the Internet for personal purposes during class. If so, you may be asked to leave, in which case you will be marked absent. Attendance and participation points will not be given for absences.</p>
<b>Participating in Class</b>	<p>You must be on time, be present and stay for the whole class, and speak up/participate in a way that shows you have done the assigned reading and completed all assignments. If you are not prepared for class discussion and active participation, you may be asked to leave, in which case you will be marked absent.</p> <p>Attendance and Participation points will not be awarded for anyone who misses a class, or does not participate while in class. Attendance and participation points will not be given for absences.</p>
<b>Doing Your Own Work</b>	<p>If you turn in work that is not your own, you are subject to judicial review, and these procedures can be found in the College Catalog and the Student Planner. The maximum penalty for any form of academic dishonesty is dismissal from the College.</p> <p>Using standard citation guidelines, such as MLA or APA format, to document sources avoids plagiarism. The Library has reference copies of each of these manuals, and there are brief checklists in your Student Handbook and Planner.</p> <p><b>PLEASE NOTE:</b> All papers may be electronically checked for plagiarism.</p>
<b>Withdrawing from Class</b>	<p>After the last day established for class changes has passed (see the College calendar), you may withdraw from a course by following the policy outlined in the CCSJ Course Catalog.</p>

<b>Resources</b>	
<b>Student Success Center:</b>	The Student Success Center provides faculty tutors at all levels to help you master specific subjects and develop effective learning skills. It is open to all students at no charge. You can contact the Student Success Center at 219 473-4287 or stop by the Library.
<b>Disability Services:</b>	Disability Services strives to meet the needs of all students by providing academic services in accordance with Americans with Disabilities Act (ADA) guidelines. If you believe that you need a “reasonable accommodation” because of a disability, contact the Disability Services Coordinator at 219-473-4349.
<b>CCSJ Alerts:</b>	<p>Calumet College of St. Joseph’s emergency communications system will tell you about emergencies, weather-related closings, or other incidents via text, email, or voice messages. Please sign up for this important service annually on the College’s website at:  <a href="http://www.ccsj.edu/alerts/index.html">http://www.ccsj.edu/alerts/index.html</a>.</p> <p>In addition, you can check other media for important information, such as school closings:</p> <p><b>Internet:</b> <a href="http://www.ccsj.edu">http://www.ccsj.edu</a>  <b>Radio:</b> WAKE – 1500 AM, WGN – 720 AM, WIJE – 105.5 FM, WLS – 890 AM, WZVN – 107.1 FM, WBBM NEWS RADIO 78  <b>TV Channels:</b> 2, 5, 7, 9, 32</p>

## Emergency Procedures

### MEDICAL EMERGENCY

#### EMERGENCY ACTION

1. Call 911 and report incident.
2. Do not move the patient unless safety dictates.
3. Have someone direct emergency personnel to patient.
4. If trained: Use pressure to stop bleeding.
5. Provide basic life support as needed.

### FIRE

#### EMERGENCY ACTION

1. Pull alarm (located by EXIT doors).
2. Leave the building.
3. Call 911 from a safe distance, and give the following information:
  - Location of the fire within the building.
  - A description of the fire and how it started (if known)

## BUILDING EVACUATION

1. All building evacuations will occur when an alarm sounds and/or upon notification by security/safety personnel. **DO NOT ACTIVATE ALARM IN THE EVENT OF A BOMB THREAT.**
2. If necessary or if directed to do so by a designated emergency official, activate the building alarm.
3. When the building evacuation alarm is activated during an emergency, leave by the nearest marked exit and alert others to do the same.
4. Assist the disabled in exiting the building! Remember that the elevators are reserved for persons who are disabled. **DO NOT USE THE ELEVATORS IN CASE OF FIRE. DO NOT PANIC.**
5. Once outside, proceed to a clear area that is at least 500 feet away from the building. Keep streets, fire lanes, hydrant areas and walkways clear for emergency vehicles and personnel. The assembly point is the sidewalk in front of the college on New York Avenue.
6. **DO NOT RETURN** to the evacuated building unless told to do so by College official or emergency responders.

### IF YOU HAVE A DISABILITY AND ARE UNABLE TO EVACUATE:

Stay calm, and take steps to protect yourself. If there is a working telephone, call 911 and tell the emergency dispatcher where you are **or** where you will be moving. If you must move,

1. Move to an exterior enclosed stairwell.
2. Request persons exiting by way of the stairway to notify the Fire Department of your location.
3. As soon as practical, move onto the stairway and await emergency personnel.
4. Prepare for emergencies by learning the locations of exit corridors and enclosed stairwells. Inform professors, and/or classmates of best methods of assistance during an emergency.

## HAZARDOUS MATERIAL SPILL/RELEASE

### EMERGENCY ACTION

1. Call 911 and report incident.
2. Secure the area.
3. Assist the injured.
4. Evacuate if necessary.

## TORNADO

### EMERGENCY ACTION

1. Avoid automobiles and open areas.
2. Move to a basement or corridor.
3. Stay away from windows.
4. Do not call 911 unless you require emergency assistance.

## SHELTER IN PLACE

### EMERGENCY ACTION

1. Stay inside a building.
2. Seek inside shelter if outside.
3. Seal off openings to your room if possible.
4. Remain in place until you are told that it is safe to leave.

## BOMB THREATS

### EMERGENCY ACTION

1. Call 911 and report incident.
2. If a suspicious object is observed (e.g. a bag or package left unattended):
  - Don't touch it!
  - Evacuate the area.

## **TERRORISM AND ACTIVE SHOOTER SITUATIONS**

### **EMERGENCY ACTION**

1. Call 911 and report intruder.

### **RUN, HIDE OR FIGHT TIPS:**

1. **Prepare** – frequent training drills to prepare the most effectively.
2. **Run and take others with you** – learn to stay in groups if possible.
3. **Leave the cellphone.**
4. **Can't run? Hide** – lock the door and lock or block the door to prevent the shooter from coming inside the room.
5. **Silence your cellphone** -- use landline phone line.
6. **Why the landline?** It allows emergency responders to know your physical location.
7. **Fight** – learn to “fight for your life” by utilizing everything you can use as a weapon.
8. **Forget about getting shot – fight!** You want to buy time to distract the shooter to allow time for emergency responders to arrive.
9. **Aim high** – attack the shooter in the upper half of the body: the face, hands, shoulder, neck.
10. **Fight as a group** – the more people come together, the better the chance to take down the shooter.
11. **Whatever you do, do something** – “react immediately” is the better option to reduce traumatic incidents.